

PIGGLY WIGGLY WITH A CARNATION HAS COME—WILL STAY LOCATION, 820 GEORGIA AVE.

Nine Thousand Carnations Piggly Wiggly Has Brought to Chattanooga to Give Away Free One by One to Those Who May Come and See What Piggly Wiggly Is
Location, 820 Georgia Avenue, is the Place

Tomorrow morning at 10 o'clock PIGGLY WIGGLY will be ready with carnations for those who come to see that which is new, that which is different, that which is clean, that which is artistic, that which is economically perfect, that which is a money-saver, that which is a scientific blending of unorganized distributing methods into a composite whole representing the highest development of organization.

You may be a man not yet able to grow whiskers. You may be a man that shaves not his whiskers. You may be a man that shaves every day before breakfast.

You may be a woman not past her teens. You may be a woman counting the years backward. You may be a woman that lives in the joy of having been a real mother.

You may be a man or a woman that is proud, or one that is very meek. A woman or a man you may be that lives a miserly life, that is parsimonious in every act. You may be the spendthrift, careless and wasteful. You may be the well-rounded person who squanders not, yet is liberal.

Society may claim you as its worshipper.

Gold may know you as your idol.

Poverty may have you under its pressure.

Making both ends meet may be your daily battle, and to each of you and to all of you PIGGLY WIGGLY says "WELCOME."

Piggly Wiggly says to each and all, "Come to this wonderful store—come to this store where you enter through a turnstile, where you are loaned a basket for your use while in the store, where you can see to the right side as you walk along the first aisle hundreds of food products displayed and on the left-hand side hundreds of other kinds displayed.

Looking either at the right or the left hanging opposite each particular kind, size or assortment of any class of merchandise you will find a swinging price tag on which are some plain figures. These figures represent the exact price of the articles that are immediately behind and about the swinging price tag.

You can look at any or all of these articles displayed and you will find by looking that they are of standard and the most widely-known advertised brands of each particular kind or variety.

And so simple it is that you can just look and look and spend as much time looking as you please and you will not

have to worry whether or not somebody else is in a hurry. All you have to decide is whether or not you are in a hurry.

You can look and select one or more or any or all articles of merchandise so displayed if that is your desire. You can look and look and examine and compare prices and after looking and looking you can look again and take all of the time that you want to take, and after you have done all of this, you can simply keep on walking throughout the four separate aisles of a Piggly Wiggly store, which leads to one exit termination by the checking desk and there you can pass without even saying "thank you." You can just simply pass and nobody will say anything to you.

Those in charge of a Piggly Wiggly store will be glad that you came and on this opening day between 10 o'clock in the morning and 9:30 in the evening they will be so glad that you came that you will be handed a carnation as you pass the checking counter while making your exit from the interior of the store.

There will not be a carnation given away every day, but there will be a carnation given away tomorrow, which is Saturday, beginning at 10 o'clock and lasting until the 9,000 carnations that we have on hand have been taken by that many visitors.

A Piggly Wiggly store guarantees satisfaction as to price and as to the merchandise itself.

Even though you buy something in a Piggly Wiggly store and take it home and do not like it after you take it home, either because of the price or for any other reason, it does not matter what the reason is, you do not have to give the reason, simply say that you want your money back, and when you come back to a Piggly Wiggly store and say you want your money back and have the goods to give back for the money, you can get your money back right then without any argument and without any explanation.

A Piggly Wiggly store by reason of its efficiency in operation, elimination of all man-waste and food-waste, can make it possible for the people of this town to avoid money-waste.

The enormous purchasing power of the Piggly Wiggly as they co-operate with each other in the various towns in which they are now operating and which now includes those towns listed below, and which will include towns all over the

world as soon as equipment can be shipped to each town, brings about a saving in buying that cannot be approached by any retail organization that has ever been possible up to date for a community to receive the benefits from.

Packages in all Piggly Wiggly stores are weighed by an automatic weighing machine without a human hand touching the contents and with absolute accuracy in weight as to pounds and ounces.

The fruit and vegetable stand of a Piggly Wiggly store gives you an assortment of fruits and vegetables that only the very largest market can afford to keep on display.

A double-sided refrigerator is in the center of the store out of which a customer with her own hands selects butter, cheese, oleo, breakfast bacon, lard and other food items that are required to be kept under refrigeration.

At any place in a Piggly Wiggly store that you see anything you want, you have a perfect right to take with your own hands the very thing that appeals to you and which you desire to purchase.

Open the ice box with your own hands. Open the meat box with your own hands. Open the bread box with your own hands and help yourself to fruits and vegetables with your own hands, and throughout the entire store do those things for yourself which you can best do for yourself without argument with a clerk, without persuasion from him, without quibbling over prices, without even recommendation by him as to which article is better than another.

More than one thousand different articles of merchandise are on display in a Piggly Wiggly store and you can choose from them that which you of your own mind and inclination desire to choose.

A Piggly Wiggly store is in reality a large pantry filled to overflowing to which any housewife in this city can come or to which she can send her husband, or her child, or her servant and select that which merits selection.

Everybody in this city must know that a Piggly Wiggly store belongs to them individually and collectively.

A Piggly Wiggly store is to be an institution of this city.

It is to be operated by men who are to live and make their homes in this city. They are to be a part of the civic uplift of this community.

PIGGLY WIGGLY says to Chattanooga folks of high and low degree: "A Carnation is handed you in token of the fragrance, purity and beauty of cordiality that PIGGLY WIGGLY knows will come with a greeting of Chattanooga's best as she welcomes PIGGLY WIGGLY to her city."

TWENTY-FOUR CITIES ALREADY HAVE PIGGLY WIGGLY STORES--LIST FOLLOWS:

CHATTANOOGA, TENN.

DALLAS, TEXAS

SHERMAN, TEXAS

LOUISVILLE, KY.

DAYTON, OHIO

ELWOOD, IND.

DANVILLE, ILL.

FREMONT, NEB.

LITTLE ROCK, ARK.

BIRMINGHAM, ALA.

MONTGOMERY, ALA.

TUSCUMBIA, ALA.

LAKE CHARLES, LA.

JACKSON, TENN.

HOUSTON, TEXAS

BEAUMONT, TEXAS

YOAKUM, TEXAS

SAN ANTONIO, TEXAS

EL PASO, TEXAS

AMARILLO, TEXAS

WACO, TEXAS

MOBILE, ALA.

NASHVILLE, TENN.

MEMPHIS, TENN.

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